**OBJECTIVE**

Vrinda store wants to create an annual sales report for 2022.so that , Vrinda can understand their customers and grow more sales in 2023.

**Sample Insights**

* Women are more likely to buy compared to men
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states who purchase more.
* Adult age group (30-49 yrs.) is max contributing
* Amazon, Flipkart and Myntra channels are max contributor.

**FINAL CONCLUSION –**

Target **women customer** of **age group (30-49 yrs.)**living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon ,Flipkart and Myntra.**